

## ORDER



Orders	Order / Rev:	<u>106970</u>	Primary AE:	Amy McCreary
	Alt Order #:	<u>06855644</u>	Sales Office:	BLPHI
	Product Desc:	<u>BERKLEY FOR SENATE</u>	Sales Region:	National
	Estimate:	<u>30S</u>		
	Flight Dates:	<u>09/25/12 - 10/01/12</u>		
	Original Date / Rev:	<u>09/24/12 / 10/23/12</u>		
	Order Type:	<u>GENERAL</u>		
Agency	Name:	<u>Shorr Johnson Magnus</u>	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		<u>1831 Chestnut St.</u>	Agency Commission:	<u>15%</u>
		<u>Philadelphia, PA 19103</u>		
Advertiser	Name:	<u>Berkley, Shelley for Senate</u> <i>Revised</i>	New Business Thru:	
	Demographic:	<u>A35+</u>	Order Separation:	<u>00:05:00</u>
	Product Codes:	<u>PLC01</u>	Advertiser External ID:	
	Priority:	<u>SELECT PRIORITY CODE</u>	Agency External ID:	
	Revenue Codes:	<u>POLITICAL/AGY, PCAN, GEN</u>		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,400.00	\$29,240.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,400.00	\$29,240.00	0.00
October 2012	13	\$9,100.00	\$7,735.00	0.00
Totals	70	\$43,500.00	\$36,975.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	17%	\$43,500.00
Market	100%	\$255,882.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$94,676.47
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$58,852.94
KTUD	0%	\$0.00
KVVU	20%	\$51,176.47
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,676.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagners		430a-5a	-TWT---	:30	4	\$50.003	0.00	NM	4	\$200.00	

WAKE UP

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Product Desc:	BERKLEY FOR SENATE
Estimate:	30S



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KSNV